

ORDER



Orders
Order / Rev: 712172
Alt Order #:
Product Desc: Newby/Berrie GBO
Estimate: 1534
Flight Dates: 10/15/12 - 11/10/12
Original Date / Rev: 09/07/12 / 09/07/12
Order Type: Political

WFMY-TV
Primary AE: Bill Lancaster
Sales Office: WFMY
Sales Region: LOC

Agency
Name: Specialized Media Services/ POL
Buying Contact:
Billing Contact:
 741 Kenilworth Ave Ste 204
 Charlotte, NC 28204

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Newby-Berrie/ R / Com of Labor-NC Co
Demographic: A25-54
Product Codes: PL-State/Local Misc,PL-Judicial
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	54	\$25,550.00	\$21,717.50
10/29/12	11/05/12	39	\$18,480.00	\$15,708.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$25,550.00	\$21,717.50	0.00
November 2012	39	\$18,480.00	\$15,708.00	0.00
Totals	93	\$44,030.00	\$37,425.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	M- - - - -	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$100.00			0.00			
N 2	WFMY	10/22/12	11/02/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF- -	:30	2	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF- -		2			\$100.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF- -		2			\$100.00			0.00			
N 3	WFMY	10/16/12	10/19/12	CBS This Morning CBS This Morning	CM	8-10a	- TWTF- -	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		2			\$100.00			0.00			
N 4	WFMY	10/15/12	11/04/12	Good Morning Show Sun Good Morning Show Sunday	CM	7-9a (7:00 AM-9:00 AM)	- - - - - S	:30	1	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S		1			\$175.00			0.00			
		Week: 10/22/12	10/28/12	- - - - - S		1			\$175.00			0.00			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$175.00			0.00			
N 5	WFMY	11/05/12	11/05/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	M- - - - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$350.00			0.00			

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 Product Desc: Newby/Berrie GBO
 Estimate: 1534

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WFMY	10/22/12	11/02/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/22/12	10/28/12	MTWTF--		2				\$350.00			0.00		
		Week: 10/29/12	11/04/12	MTWTF--		2				\$350.00			0.00		
N 7	WFMY	10/16/12	10/19/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	-TWTF--	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/15/12	10/21/12	-TWTF--		2				\$120.00			0.00		
N 8	WFMY	10/16/12	10/19/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	-TWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/15/12	10/21/12	-TWTF--		2				\$350.00			0.00		
N 9	WFMY	10/22/12	11/02/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	3	\$120.00	P-2	0.00	NM	6	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/22/12	10/28/12	MTWTF--		3				\$120.00			0.00		
		Week: 10/29/12	11/04/12	MTWTF--		3				\$120.00			0.00		
N 10	WFMY	10/15/12	11/04/12	Good Morning Show Sat Good Morning Show Saturday (7:00 AM-9:00 AM)	CM	7-9a	-----S-	:30	1	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----S-		1				\$175.00			0.00		
		Week: 10/22/12	10/28/12	-----S-		1				\$175.00			0.00		
		Week: 10/29/12	11/04/12	-----S-		1				\$175.00			0.00		
N 11	WFMY	10/16/12	10/19/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	-TWTF--	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/15/12	10/21/12	-TWTF--		2				\$325.00			0.00		
N 12	WFMY	10/22/12	11/02/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MTWTF--	:30	4	\$325.00	P-1	0.00	NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/22/12	10/28/12	MTWTF--		4				\$325.00			0.00		
		Week: 10/29/12	11/04/12	MTWTF--		4				\$325.00			0.00		
N 13	WFMY	11/05/12	11/05/12	PA (M-F) PA (M-F)	CM	7-8p	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 11/05/12	11/11/12	M-----		1				\$550.00			0.00		
N 14	WFMY	10/22/12	11/02/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MTWTF--	:30	2	\$325.00	P-1	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/22/12	10/28/12	MTWTF--		2				\$325.00			0.00		
		Week: 10/29/12	11/04/12	MTWTF--		2				\$325.00			0.00		
N 15	WFMY	10/22/12	11/02/12	PA (M-F) PA (M-F)	CM	7-8p	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/22/12	10/28/12	MTWTF--		2				\$550.00			0.00		
		Week: 10/29/12	11/04/12	MTWTF--		2				\$550.00			0.00		
N 16	WFMY	10/16/12	10/19/12	PA (M-F) PA (M-F)	CM	7-8p	-TWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/15/12	10/21/12	-TWTF--		2				\$550.00			0.00		
N 17	WFMY	10/15/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----S		1				\$350.00			0.00		
		Week: 10/22/12	10/28/12	-----S		1				\$350.00			0.00		
		Week: 10/29/12	11/04/12	-----S		1				\$350.00			0.00		
N 18	WFMY	10/16/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	-TWTF--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WFMY	10/16/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	- TWTF - -	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					2	\$750.00		0.00			
N19	WFMY	10/16/12	10/19/12	News 2 at 5 News 2 at 5	CM	5-530p	- TWTF - -	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					3	\$450.00		0.00			
N20	WFMY	10/22/12	11/02/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF - -	:30	3	\$750.00	P-1	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF - -					3	\$750.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF - -					3	\$750.00		0.00			
N21	WFMY	10/22/12	11/02/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF - -	:30	3	\$450.00	P-1	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF - -					3	\$450.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF - -					3	\$450.00		0.00			
N22	WFMY	11/05/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	M- - - - -	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$750.00		0.00			
N23	WFMY	11/05/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	M- - - - -	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$450.00		0.00			
N24	WFMY	11/05/12	11/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M- - - - -	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$120.00		0.00			
N25	WFMY	10/16/12	10/19/12	CBS Evening News CBS Evening News M-F	CM	M-F 630-7p	- TWTF - -	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -					3	\$700.00		0.00			
N26	WFMY	10/22/12	11/02/12	CBS Evening News CBS Evening News M-F	CM	M-F 630-7p	MTWTF - -	:30	2	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF - -					2	\$700.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF - -					2	\$700.00		0.00			
N27	WFMY	11/05/12	11/05/12	CBS Evening News CBS Evening News M-F	CM	M-F 630-7p	M- - - - -	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$700.00		0.00			
N28	WFMY	10/22/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	3	\$800.00	P-1	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTFSS					3	\$800.00		0.00			
		Week: 10/29/12	11/04/12	MTWTFSS					3	\$800.00		0.00			
N29	WFMY	10/16/12	10/21/12	News 2 at 11 News 2 at 11	CM	11-1135p	- TWTFSS	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTFSS					2	\$800.00		0.00			
N30	WFMY	11/05/12	11/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	M- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$800.00		0.00			
N31	WFMY	11/03/12	11/04/12	Face the Nation Face the Nation	CM	1030-11a	- - - - - S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N31	WFMY	11/03/12	11/04/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/29/12		11/04/12	-----S	1		\$750.00	0.00							
N32	WFMY	10/15/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,500.00	P-2	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/15/12		10/21/12	-----S	1		\$1,500.00	0.00							
Week: 10/22/12		10/28/12	-----S	1		\$1,500.00	0.00							
Week: 10/29/12		11/04/12	-----S	1		\$1,500.00	0.00							
Totals												93	\$44,030.00	